

## **GUIDELINES FOR SUBMISSIONS**

Westfair Business Publications accepts submissions for consideration in our newspapers and on our website. Please provide the following information in the following format:

### **PEOPLE IN THE NEWS**

#### **For a single newsmaker appointment:**

- 1) Person's name and town/city of residence.
- 2) New job title.
- 3) Name of hiring company.
- 4) A short description of hiring company, including location.
- 5) Person's most recent work experience, including former job title and former company, including short description of company and location.
- 6) Person's education background: type of degree written out (i.e. Bachelor of Arts) and field of study (i.e. economics) and name of school.
- 7) A j-peg picture of person **MUST** be attached and labeled with person's name.

#### **EXAMPLE:**

Jane Doe of Scarsdale was appointed vice president of sales at Acme Co., an advertising agency in Irvington. Most recently, she was a sales associate at Jones Co., a marketing firm in White Plains. She holds a Bachelor of Science degree in finance from Iona College, a Master of Arts degree in education from Fordham University and a Ph.D. in English from Fairfield University.

#### **For multiple newsmaker submissions there is a different format:**

- 1) Name of company, short description and location.
- 2) Name of first person and town/city of residence.
- 3) New job title.
- 4) Person's most recent work experience, including former job title and former company, including short description of company and location.
- 5) Person's education background: type of degree written out (i.e. Bachelor of Arts) and field of study (i.e. economics) and name of school.
- 6) A j-peg picture of person **MUST** be attached and labeled with person's name.

Then repeat steps 2-6 for the second, third ... person

#### **EXAMPLE:**

Acme Co., an advertising agency in Irvington, announced the following appointments.

Jane Doe of Scarsdale was appointed vice president of sales. Most recently, she was a sales associate at Jones Co., a marketing firm in White Plains. She holds a Bachelor of Science degree in finance from Iona College, a Master of Arts degree in education from Fordham University and a Ph.D. in English from Fairfield University.

John Doe of New Rochelle was appointed vice president of personnel. Most recently, he was a marketing associate at Smith Co., a public relations agency in Mamaroneck. He holds a Bachelor of Arts degree in psychology from Mercy College, a Master of Arts degree in botany from New York University and a Ph.D. in physics from Sacred Heart University.

#### **For the Business Agenda or Public Events Calendar: [must send 2 weeks before event date for possible inclusion.]**

- 1) Date of event

- 2) Name of event
- 3) Time of event
- 4) Place of event
- 5) Address where event is taking place
- 6) Cost of event
- 7) Phone number and/ or website for more information

**EXAMPLE:**

**Thursday, Feb. 21**

**Westfair Chamber of Commerce business luncheon**, noon to 2 p.m., Westfair Communications, Inc., 3 Gannett Drive, White Plains. For information, call 694-3600.

**For Clients, Credits & Awards:**

**For award/certification:**

- 1) Person's name or company name.
- 2) Name of town/ city of residence of individual or company.
- 3) Name of award/certification.
- 4) Name of organization giving award
- 5) Description of organization giving award
- 5) Reason for award
- 6) Photo of person if applicable. (labeled with first and last name...submitted as a jpeg attachment.)

**EXAMPLE:**

**Jane Doe** of Pleasantville received the 2008 woman of the year award from **Acme Co.**, an advertising agency in Irvington. The annual award recognizes women in media who have shown an outstanding commitment to mentoring other women in communications.

**The Creative Agency** in Scarsdale was awarded the 2009 Best of Show Award at the Marketing International Awards in Washington, D.C., an awards ceremony presented by the **International Marketers' Association**. The award recognizes agencies that have developed a record number of campaigns for the calendar year.

**For New Business announcements:**

- 1) Business name
- 2) Description of business
- 3) City of business
- 4) Address of business
- 5) Description of what business provides
- 6) Misc. information (owners, first/last names and city) or other information

**EXAMPLE:**

**Artplus**, an art supplies store headquartered in White Plains, announced a new store opening at **100 Main St.**, Valhalla. With more than 1,000 retail locations worldwide, Artplus provides a wide variety of easels, paints, brushes and crafts materials.

**\*\*SUBMISSIONS DO NOT GUARANTEE INCLUSION, AS WE RECEIVE A HIGH VOLUME OF ENTRIES\*\***